

**ECONOMIC DEVELOPMENT COMMISSION  
MEETING**

Wednesday, January 11, 2012

5:00 p.m.

Auburn City Hall

1225 Lincoln Way, **Room 9**

The Regular Session of the EDC was held in Room 9, City Hall, 1225 Lincoln Way, Auburn, California on Wednesday at 5:00 p.m. with Chair Roper presiding and Deputy City Clerk Amy Lind recording the minutes.

**CALL TO ORDER**

**ROLL CALL:**

**Commission Members Present:** Monti Reynolds, Bud Richardson, Harvey Roper, Bridget Powers, Keith Nesbitt, Gary Capps, Teri Tait-Wilson.

**Council Members Absent:** None

**Staff Members Present:** Robert Richardson

**1. Public Comment**

Keith Nesbitt welcomed Teri Tait-Wilson to the EDC and apologized for the misunderstanding in regards to her appointment.

**2. EDC Business**

Holiday Inn Marketing Proposal

Tami Caufield, General Manager and Karin Koons, Director of Sales & Catering from the Auburn Holiday Inn addressed the Commission on the "Discover Auburn Travel Tradeshow" marketing event they are forming for late 2012. Some items discussed were the objective, possible dates, targeted attendees, specialty tours of Auburn, discounted room rates, cost to vendors and attendees. They said they will need help with invitations, contract review, tour guides and a welcome team.

Bridget Powers explained "Industry 2012" and what her vision is for that event and how it could be beneficial to combine the two events. Discussion followed in support of the idea and how to hold it on the best days of the week for optimal attendance. Bridget invited Tami and Karin to the next Industry 2012 meeting (Jan 25<sup>th</sup>) to review ideas, thoughts, assign roles, and discuss sponsors. Tami added that due to a recent programming change at Holiday Inn, she needs to confirm that they still have a dedicated channel to loop an Auburn marketing video in the rooms. She said the lobby also has the capability to run a video.

### Industrial Recruitment & Marketing

Bob Richardson updated the commission on the second marketing video that is nearing completion. He said this video will include interviews with CEO's of companies out at the Airport Business Park. He said the webpage that will be dedicated to marketing the Airport Business Park is being created. It will include sales info on available properties, videos of Auburn, and all the other marketing materials created.

Keith Nesbitt spoke about a recent meeting he had with a production company that is based at the Airport Business Park. He spoke about how vast their operation is and how many possibilities there are for Auburn in the filming/production industry.

### 3. Future Agenda Items

Bob Richardson briefed the commission on a presentation that will be held at the next meeting.

### 4. Next Meeting Date

January 18, 2012

### **Adjournment**

Chair Roper adjourned the meeting at 5:50 p.m.